

Insurance Policies a Week a Subscription Campaign

1932 Ford-California Trip-Paycheck Every Saturday. You Can Start Work Now

Livestock Loan Scheme For Western Farmers

BOARD OF TRADE HOLD REGULAR BUSINESS MEET

HUSSAR NEWS

Ten Theatre Tickets Free First Week

KNOX CHURCH ANNUAL MEET

JUNIORS WIN TWO GAMES -- BEAT HUSSAR-GLEICHEN

Curlets Defeat Brooks And Retain Trophy

ORPHEUM THEATRE TALKING PICTURES

THURSDAY, FRIDAY, AND SATURDAY THIS WEEK "See America Thirst"

THURSDAY, FRIDAY AND SATURDAY NEXT WEEK "DRACULA"

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Operative on a basis somewhat similar to that of the now famous "Minnesota Plan," a scheme for selling sheep and cattle to farmers in western Canada will be put into effect early this coming summer.

The Domestic Agricultural Credit Company Ltd., with head office in Regina, Sask., has been organized for this special purpose. The company is a subsidiary of the C.P.R. bank, insurance companies, and public utilities companies with E. O. Powell, former general manager of the Western Security company, as vice-president and general manager.

Plan of Operation
A committee will be appointed to each district to investigate applications for the purchase of livestock. The company will purchase livestock locally if good quality can be obtained, otherwise livestock will be shipped in.

The company will consider applications from farmers showing satisfactory financial responsibility and well recommended, for the purchase of foundation cattle, both beef and sheep, and sheep. The minimum advance to be made is \$100, and the minimum cash to be paid is \$200.

Cattle: The amount carried per head by the company will depend entirely upon the financial showing of the applicant.

Sheep: The company will carry 50 per cent of the cost of the sheep, a leading point and not to exceed a reasonable amount per head. Applications for sheep should be made to the company.

Why Have a Circulation Campaign?
What do you buy when you pay for a newspaper?

You buy information concerning your friends at home and far away. You buy information concerning your own business. You buy information concerning your own health. You buy information concerning your own future. You buy information concerning your own happiness. You buy information concerning your own success. You buy information concerning your own life.

You learn, in the advertising columns, what is for sale, where and at what price. This information, if properly used, will save every reader of The Mail many dollars every year.

The newspaper is the distributing agent for and for the industries and enterprises of the community. You are building for your own benefit and for the benefit of your neighbors and your children as well as your own community.

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In short, you are buying progress, property and population for your town and surrounding communities when you subscribe to The Mail, the "home town paper."

Now, circulation is the life of a newspaper, just as the blood is the life of the body. There can be no substitute. The influence and the power of a good newspaper are absolutely bound up in its circulation.

The problem of getting and keeping circulation is one of the most perplexing in the newspaper business. Large forces of trained men are constantly employed by city editors to keep the list built up to the dimensions demanded and expected.

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ORPHEUM THEATRE

TALKING PICTURES

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"See America Thirst"

Starring H. Langdon, Neale Summerville, and Neale Love. A high and dizzy comedy thriller; cocktail of merriment; real good entertainment. Don't miss this long prophetic show.

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"DRACULA"

From the famous novel and play by Bram Stoker with Bela Lugosi and an all-star cast. A most vivid sensational and strongest story ever brought to the screen.

All passed "U" pictures

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Subscription Campaign
The Bassano Mail today announces a subscription campaign rounding towns and communities, and that some fortunate individual will become the proud owner of a new 1932 Ford Ford sedan. Another lucky person will have their choice of a wonderful trip to California, or if they prefer they may take the cash instead. There are also four more prizes in the form of cash bonuses. The least any active worker will receive is \$1.00 out of every \$5.00 they collect in subscription money, payments to workers to be made every Saturday night, as outlined in the big advertisement elsewhere in this issue.

Ten Theatre Tickets
Mr. Ubertino of the Orpheum theatre is offering ten free tickets to his theatre to workers who collect ten "Weekly Payroll" checks to the Orpheum theatre. These tickets may be used any time they enter and turn in at least fifty dollars during the first week. They will receive ten free tickets to the Orpheum theatre. These tickets may be used any time they enter and turn in at least fifty dollars during the first week. They will receive ten free tickets to the Orpheum theatre.



COPYRIGHT LINER CIRCULATION SERVICE



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THE BASSANO MAIL

Wishing to Increase Present Circulation

Announces a Big "Weekly Payroll" Subscription Drive

COPYRIGHT

WEEKLY PAY CHECKS!

As Large as You Want to Make Them
NOW BEING OFFERED TO YOU BY THIS NEWSPAPER

and, at the same time, an opportunity to share in the distribution of thousands of dollars in

PRIZES to be Awarded FREE

In a Six-and-a-Half Weeks' Subscription Campaign, Just Starting

Competition is open to men and women, married or single, and boys and girls of the more ambitious sort residing in this city and surrounding territory. It costs nothing to try, and as all participants are guaranteed compensation for every effort expended, you positively cannot lose. Read this announcement carefully—every word of it—then clip the coupons below and send them in for yourself or a friend. Remember, a good start is the battle half won.

The Plan Is New - The Work Is Easy - The Rewards Big

"Weekly Payroll" PLAN IN BRIEF

The object of this big "Weekly Payroll" Drive is two-fold. Primarily, to increase the already large subscription list of this newspaper; to collect arrears and advance subscription payments from present or old subscribers, and at the same time to afford the live-wire, energetic men and women, boys and girls, of this territory an opportunity to profit in a big way through their spare time during the next few weeks. So, it is a plan that works both ways, and to the ultimate good of all concerned.

In order to gain this end quickly and advantageously, the most attractive awards ever offered by any newspaper in this section have been made ready for distribution among those who participate most actively. Ambition and energy are the only requisites for success.

Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate competitive proposition for enterprising men and women, and one into which no element of chance enters. Each active participant will receive a pay check every Saturday night. One feature of this drive is the fact that "Everybody Wins." There will be no losers.

HOW TO ENTER—WHAT TO DO

The first thing to do is to clip the Entry Coupon appearing below; fill in your name and address and mail or deliver to this newspaper at once. This coupon entitles you, or the person whom you might wish to enter, to 5,000 free credits. These credits are given as a starter to speed you on your way to win. Only one such Entry Coupon will be accepted for each participant.

The next step is to call or write the "Weekly Payroll" Department for a free working outfit. Thus equipped, you have but to see your friends and acquaintances and have them subscribe to this newspaper through you. That's all there is to it! However, you will never get anywhere unless you make the start—the earlier the better. Once started, let no one discourage you. Anything worth having is worth striving for. Six and a half weeks and you may be riding in your own BIG automobile or otherwise several hundred dollars richer in purse.

HOW CREDITS ARE SECURED

It takes credits to win, and they are secured in the following ways: First by clipping the Free Credit Coupons appearing in each issue of this newspaper. There is no limit to the number of these coupons you may secure. Get your friends to save them for you. They all count. Begin gathering them NOW while they are good for 100 credits each. After next week these coupons will be reduced to 50 credits each. The following week to 10 credits, and after that they will be discontinued entirely. The only restriction placed on these coupons is that they must be cast before the expiration date.

The other, and much faster way to accumulate credits in this "Weekly Payroll" Drive is by securing new and renewal subscriptions to this newspaper. On each order secured credits are issued, the number varying according to the amount paid and during which "period" same are received at the "Weekly Payroll" Department of this newspaper. (See schedule of credits below.)

EARLY START MEANS EASY FINISH

The advantages of an early start are manifest. This "Weekly Payroll" drive is of such short duration that immediate action is necessary for success. Orders taken during the early part of the campaign carry the MAXIMUM number of credits. Then, too, the first in the field will undoubtedly get the "cream" of credits and subscriptions, while those who put off entering until a later date will have to take what is left.

Don't lose valuable time "waiting to see what the other fellow is going to do," but pitch right in and show the "other fellow" how to do it!

"Weekly Payroll" Schedule and Subscription Price of THE BASSANO MAIL

FIRST PERIOD		SECOND PERIOD		THIRD PERIOD	
During the first 34 weeks the following number of credits will be issued on subscriptions:		During the next two weeks the following credits will be issued on subscriptions:		During the last week the following credits will be issued on subscriptions:	
Ending Saturday, February 18		Ending Saturday, February 27		Ending Wednesday, March 2	
1 year \$2.00 2,000		1 year \$2.00 2,000		1 year \$2.00 1,000	
2 years \$4.00 10,000		2 years \$4.00 7,000		2 years \$4.00 5,000	
3 years \$6.00 30,000		3 years \$6.00 20,000		3 years \$6.00 20,000	
5 years \$10.00 50,000		5 years \$10.00 30,000		5 years \$10.00 30,000	

DOUBLE CREDITS ISSUED ON NEW SUBSCRIPTIONS DURING FIRST AND SECOND PERIODS ONLY
The above schedule of credits, which is on a declining scale, positively will not be changed during the campaign. However, a special award for active subscribers will be issued every "clip" of all turned in. The arrangement will be in effect throughout the entire drive, and is to be considered a part of the regular schedule of credits which will obtain and in the same ratio of increase for larger orders up to a limited amount. No subscription will be accepted for less than one year, nor for more than five years in advance from any one participant.

YOU CAN START WORK NOW

"Weekly Payroll" CAMPAIGN Officially Opens THURSDAY JAN. 21

Subscriptions may be taken any time following this announcement.

YOU CAN START WORK NOW

"Weekly Payroll" CAMPAIGN Officially Closes WEDNESDAY MARCH 2

Just a few short weeks to win prizes and commissions worth thousands of dollars.

First Grand Award New 1932

Ford Tudor Sedan

Purchased from and will be on display with:
ROY SMITH, Ford Dealer

FORD SALES AND SERVICE

GAS-OIL AND REPAIRS

PRICE AND DETAILS SOON

The official announcement of the new 1932 Ford is expected any day and a complete description and prices will be published in The Mail as soon as available. The first prize in our campaign will be a Ford Tudor sedan, and of the late-t model.

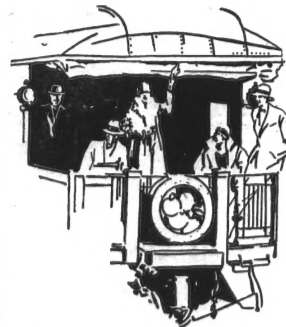
WE DON'T KNOW—BUT—DAME RUMOR HAS IT

that the new 1932 Ford will have a longer wheelbase—larger, roomier body—free wheeling—larger and improved motor—smaller wheels and larger tires—gas tank in rear—new style springs—improved type radiator—and beautiful improved body.

SECOND Grand Award

Vacation Trip To California

CASH IF DESIRED



If the winner of this prize is unable to take the trip, or so desires, the cash equivalent of the above trip will be given.

It is understood and agreed that the winners of first and second prize will return their weekly commissions upon presentation of said prizes.

EXTRA CASH AWARDS FOR "WEEKLY PAYROLL" WORKERS

Third "Weekly Payroll" Winner

Fourth "Weekly Payroll" Winner

Fifth "Weekly Payroll" Winner

Sixth "Weekly Payroll" Winner

In addition to regular "Weekly Payroll" checks, winner of third place will receive extra "bonus" check for 50% of his or her total earnings added.

In addition to regular "Weekly Payroll" checks, winner of fourth place will receive extra "bonus" check for 33 1/3% of his or her total earnings added.

In addition to regular "Weekly Payroll" checks, winner of fifth place will receive extra "bonus" check for 25% of his or her total earnings added.

In addition to regular "Weekly Payroll" checks, winner of sixth place will receive extra "bonus" check for 15% of his or her total earnings added.

"Weekly Payroll" RULES AND REGULATIONS

1. No married employee of this newspaper is eligible to enter this competition.
2. Any reputable man or woman residing in this city or surrounding territory is eligible to enter this drive and compete for awards and weekly pay checks.
3. The winners of the awards will be decided by their earned credits, said credits being represented by ballots issued on cash collections and coupons clipped from this newspaper.
4. Participants in this drive are not confined to their own town or community in which to secure subscriptions, but may take orders anywhere in this section; or, for that matter, anywhere else.
5. Credits are free. It costs the subscriber nothing extra to cast credits for a favorite participant. Credits must be asked for at the time of paying subscriptions, otherwise subscribers waive this privilege.
6. Credits are not transferable. Participants cannot withdraw in favor of another participant. Should a participant withdraw from the race his or her credits will be cancelled. Neither will it be permissible for participants to give or transfer subscriptions to another participant. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the management.
7. Any collusion on the part of participants to nullify competition, or any other combination formed to the detriment of "Weekly Payroll" participants or this newspaper will not be tolerated. Any participant taking part in such combination stands liable to forfeit all right to a prize or commission.
8. All credits issued on ballots may be held in reserve and cast at the discretion of participants or this newspaper. The free credit coupons appearing from time to time in the paper must be cast before the expiration date.
9. In event of a tie for any one of the awards, a prize identical in value will be given each tying participant.
10. Participants in this drive are authorized agents of this newspaper, but it is understood and agreed that they will be responsible for all money collected and will remit such amounts in full on regular report days to the "Weekly Payroll" Department.
11. No statement or promise made by any representative or participant varying from the rules and regulations of this drive.
12. In case of typographical or other errors it is understood that neither the publisher nor "Weekly Payroll" manager shall be held responsible except to make the necessary correction upon discovery of same.
13. ACTIVE participants will be paid a twenty per cent cash commission (\$2.00 out of every \$25.00 collected) on all subscription money turned in to their account each week. It is distinctly understood, however, that in the event any participant becomes INACTIVE, failing to make a regular cash report, he or she will, at the discretion of the management, become disqualified and thereby forfeit all right to an award or an extra commission.
14. It is understood and agreed that the winners of major awards will consider their weekly pay checks in the light of an "advance," which is refundable upon presentation of prize.
15. To insure absolute fairness in the awarding of prizes, the race will be brought to a close with a sealed ballot box. During the entire last "period" of the drive a ballot box checked and sealed will be deposited in the vaults of a local bank, where participants and their friends may deposit their final collections and reserve credits. In this way, no one—not even the Campaign Manager—can possibly know the actual strength of the various participants, which precludes any possibility of favoritism and insures fairness to the utmost degree.
16. Twenty-five thousand credits will be given each worker for every \$500 subscription or its equivalent turned in during their first week of the campaign, and during the 2nd week of the drive, half as many extra credits will be given on same basis.
17. To each "Weekly Payroll" participant who earns an amount as \$50.00 during their first week of the campaign, the management will give an extra bonus of \$25.00.
18. Five thousand extra credits will be given to each participant who makes a cash report each Tuesday, Thursday and Saturday night.
19. This newspaper guarantees fair and impartial treatment to all participants, but should any question arise, the decision of the management will be absolute and final.
20. In becoming a member of this "Weekly Payroll" campaign participants agree to abide by the above conditions.

statement appearing in the columns of this newspaper will be recognized by the publisher.

"Weekly Payroll" Opportunity Coupon
Good for 100,000 EXTRA Premium Credits

This Coupon will count for 100,000 Premium Credits when returned to the "Weekly Payroll" Department, together with the first subscription you obtain—new or renewal. Sign the nomination blank, get one subscription and start in this race with more than 100,000 Credits. NOW IS THE TIME TO START.

"Weekly Payroll" Free Credit Coupon
GOOD FOR 100 FREE CREDITS
(Must be cast within week from date of this issue)

Collect all these Coupons you can. Get your friends to save them for you. CLIP NEATLY. DO NOT BOLL OR FOLD.

In The Automotive World

WORLDWIDE MOTOR

MANY NEW GADGETS

Word from the latest automobile show on the continent, the annual display by all makers at Grand Central Palace in New York, is to the effect that there has been no "depression" in automobiles, even in this year's models. Besides many accessories of a mechanical nature designed to make road smoother for the motorist there are some new accessories of the luxury class. For instance, one car is provided with a cigar lighter that not only lights the weed for the smoker but takes the first few puffs, as well to provide the necessary "draw." Another lighter combines a clock, memo pad, pencil and holder for 20 cigarettes. The new devices which make the car run better, however, are perhaps attracting the most attention. "Ride control" is one of them. So is the automatic choke device, which is soon to be seen in Canada on a car yet to be announced. This device eliminates the choke button on the dash and a device does the work automatically, starting at full choke for cold motor and gradually closing off choke as engine warms up to normal.

How Much Gasoline Used?

In at least the present opinion of Canada, motorists now buying their plate for 1932 are paying more for it than they did in 1931. The cost in one province was increased on a flat basis, and in the other on a cylinder classification. No recent changes in gasoline rates have been announced, and rumors from various provinces that there might be increases have not been confirmed.

How Much Gasoline Used?

No figures on the total gasoline consumption in Canada during 1931 are available, but it has been predicted that a record quantity would be consumed in spite of the fact that fewer new automobiles were made by the Canadian industry as a whole. Trucks are credited with burning more fuel than cars, and cars generally have been "squeezing out" an unprecedented 12 to 15 miles to the gallon than ever. If the 1930 record is bettered, it means a lot of gas was burned, because in 1930 the total gasoline consumption of Canada by motor vehicles was 475,644,285 gallons. In the province of Ontario, the total consumption of Canada by motor vehicles was 223,600,000 gallons, and the province of Quebec, 83,000,000 gallons.

Cash Travel Goods

While argument proceeds as to the fates of railway and motor coach transportation, cash traffic on the highways continues to stretch its life. Relevant to this was the official opening of a few days ago of

the new coach terminal at Bay and Edward Streets, Toronto. This structure is the first in the Dominion which is said to be designed and built specially and exclusively for motor coach travel.

Average Yield and Production of Wheat in Canada

In a J. P. Hault writing in the Economic Analyst on the "Average Yield and Production of Wheat in Canada," it is pointed out that the present time that it was in 1926, and that it is no less than 32 per cent greater than this at the present time. It is noted that the present time that it was in 1926, and that it is no less than 32 per cent greater than this at the present time. It is noted that the present time that it was in 1926, and that it is no less than 32 per cent greater than this at the present time.

Importance of Western Route

Comment by Edmond Bulletin: Experts tell us that there is no more wheat available for shipment by the western route than by the eastern route. This is a situation which has existed by "available" wheat is meant what that can be shipped during the winter months to the overseas market under existing market conditions. The wheat frozen, partly when moving eastward must carry charge in the winter months to the Atlantic, which apparently is impossible. What would be the effect on business over Canada if the wheat trade were stalled for the winter? It is to plain to be a pleasant subject for contemplation. There will be a continuous outflow of wheat and the steady inflow of wheat money is due to the opening of the western route and the establishment of freight rates which make export a commercial possibility even at present world prices.

Has Our Economic System Failed?

(By H. G. L. Seargent)

There are some who consider that our present economic system is utterly failed and that the only chance the world has of again enjoying an era of prosperity is by replacing our present economic system with something else, such as socialism, communism, or by making some other drastic revolutionary changes.

The detailed criticism often made in the present economic system has afforded the amount of employment that has been achieved. It has broken down in its work of distributing and services between persons and between countries.

A study of the data and information periodically compiled and published by the Dominion Bureau of Statistics would seem to indicate, however, that our economic system has not failed in this type of functioning to anything like the extent that some would have us believe.

Comparing the month of November, 1931, with the year 1926 for total employment in all industries in Canada, it is found that the present time that it was in 1926, and that it is no less than 32 per cent greater than this at the present time. It is noted that the present time that it was in 1926, and that it is no less than 32 per cent greater than this at the present time.

Flourishing now the physical volume of business or goods, commodities and services for exchange, and selling as a base comparison with the year 1913 to 1924. It is found that the present time that it was in 1926, and that it is no less than 32 per cent greater than this at the present time.

GROWING GRAIN REQUIRES MUCH WATER

An idea of the amount of water required by growing grain is furnished by the following scientific note: It takes nearly 1700 cubic feet of water to produce one pound of wheat and 1425 quarts of water to produce one pound of corn. At this rate it takes 25,600 gallons of water to produce one bushel of wheat. Over 98 per cent of energy absorbed by plants from the sun is utilized in evaporation of water from all surfaces.

ESTIMATED CROP OF SOUTHERN HEMISPHERE

Argentina's wheat crop is estimated at 215,025,000 bushels, that of Australia at 235,940,000 bushels, and that of South Africa at 1,000,000 bushels. The improved crop condition apparently made up for reduced acreage. Argentina and Australia will produce 335,025,000 bushels this year as compared with 446,585,000 bushels produced last year.

Considering these comparisons it would therefore seem that perhaps the greatest criticism that can be made of our present capitalist economic system is that it has made substantial progress since 1913 and substantial progress indeed since the depression of 1921, that it has not yet been able to do so in the case of the depression of 1921, that it has not yet been able to do so in the case of the depression of 1921, that it has not yet been able to do so in the case of the depression of 1921.

These comparisons, it will be noted, take into account employment and physical volume of goods and commodities only. They do not take into account prices or values. History shows, however, that whenever a period of prosperity changes suddenly into one of depression that price levels and values of goods, commodities and services relative to each other become out of line, and so the values of the commitments made between debtors and creditors. History also shows, however, that as the physical factors of supply and demand for goods, services and commodities again become equalized that price level and values again become fair and equitable.

To the serious student of such excellent data and information as is periodically published by the Canadian Bureau of Statistics and to those who watch the trend of national and international trade and commerce, there is no question but that many indications are now appearing which point to the fact that the demand for goods, commodities and services is gradually beginning to increase. It is quite certain that as this demand increases that it will presently begin to draw upon present surpluses and supplies and so will lessen them. This situation will require a further working at greater capacity, be employed will increase which in turn will create an ever growing and greater demand, all of which will gradually lead into a new era of prosperity.

This is the history of the cycles of depression and prosperity that have previously occurred and there can be no question whatever but that if the so-called average person who represents the bulk of the population will keep cool, will patiently do his best at whatever he finds at his hand to do and will not be tempted into supporting unwise legislation, nor fallacious schemes, nor attempt along short-cuts to economic recovery, that this present period of depression will gradually pass into one of increasing prosperity. But he has always happened in the past.

There is, of course, legislation that is economically sound and there are plans also that are sound and that may be helpful. Can these be distinguished from such unwise legislation as has been proposed?

There are one or two fundamental tests that can be applied to all plans of reform. One is the test of history; for instance on economic reform no scheme has ever survived that was not strictly in accord with the principles of human nature. No attempt to stabilize prices or value or to control surpluses has ever proved successful in the records of such attempts that are available for over 4000 years past; without a single exception all such attempts have failed and more often than not have brought disaster upon the very ones whom the plans were expected to benefit. Presently too the failure of the schemes caused the overthrow of the governments who proposed them.

Another test that has ever been tried in the history of the world has been succeeded unless it accorded fully with the principles of human nature. Human nature itself is far from perfect, but it is not a perfect machine. Its deep fundamental principles and longings do not seem to have changed within the recorded history of man. It apparently reveals human nature, though imperfect, it seems to reveal being stable, it has violent actions, regards and prejudices, all of which at times it delights in changing or reversing for little or no apparent reason. Throughout the ages human nature has insisted at any cost upon preserving itself a large measure of freedom of action, and seems to have most highly prized and guarded particularly the right of individual action and choice.

It is not apparent therefore that any scheme, plan or reform which attempts to stabilize the actions of human beings, to impose restrictions that tend to hamper the natural functioning of the deep fundamental principles, desires and longings of human nature, will be long-lived, and will be foredoomed to failure?

Money in Cream

More farmers in this district are milking cows than ever before—because they are finding there is Money in Cream.

CREAM PRICES: Special 19c; No. 1, 17c; No. 2, 14c.

ACCURATE GRADING—STANDARD PRICES.

BASSANO CREAMERY

W. A. BRODIE, proprietor

Connecticut in early days, received wampum in payment of taxes at the rate of four beads for a penny.

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Health Service

OF THE

Canadian Medical Association

GRANT FLEMING, M.D., - ASSOCIATE SECRETARY

YOU SHOULD KNOW

You should know certain things so that you may be able to act in such a manner as to protect your own health and that of your family. The success which has been achieved in controlling certain diseases is not the result of chance. It has come about as a result of our having acquired enough knowledge about these particular diseases to enable us to overcome them to some extent. In the same way, personal health and freedom from disease come to us when we make use of the knowledge which we now possess. Small pox is not-existent when vaccination is practised. Rickets disappear as the result of proper diet and pure water and safe milk prevent the occurrence of typhoid fever.

You should know that each year, in Canada, over eight thousand persons die from tuberculosis. You should know that when it is discovered early and when vaccination is practised, it is one of the most curable diseases. Knowing these two statements to be correct, you are then in a position to say that the large number of deaths must be due to the failure in discovering the disease in its early stages, or that the cause is not properly treated.

Those of our readers who follow our advice and have a health examination each year give their family physicians a chance to discover tuberculosis, cancer and other diseases of their earliest and most curable stage.

It is not possible to teach the public how to treat disease early. It is much more difficult to make a diagnosis of the early stage of disease than it is later on. The general idea of a tuberculous person is one who is thin, looks ill and has a cough. This is the usual condition when the disease is advanced, but in the early stages, the patient appears to be well, and nothing in his general appearance arouses suspicion.

Persons who write with the following systems has tuberculosis, but the presence of one or more of them is

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ALICE STEVENS' HOME SERVICE

A Service Created to Assist Canadian Housewives
Conducted by Alice Stevens, R.N., R.S.

Tough Cuts of Meat

Can Be Made Tender
Tough cuts of meat are avoided by many people because they find the meat is not satisfactory. It lacks flavor and is hard to chew. This is because the meat is not properly cooked.

As a matter of fact the tough cuts of meat have a finer flavor than tender cuts in many cases. There is certainly a great difference in cost. Extractive gives meat its characteristic flavor and aroma. It is a greater quantity of extractive tissue in the animal determines the toughness of the cuts. Age and exercise help to develop this. Veal is more tender than beef because of the difference in the age of the animal. The tender cuts, such as, Brisket, Steak, are found along the back, because these muscles are used very little.

Cooking tough cuts to make them tender is simply a matter of softening the connective tissue. There are four rules given for this. Cook the meat slowly for a long time. Put roast, require from 30 to 40 minutes to the pound, while oven roast requires 20 minutes to the lb. Tough cuts are additional for the Pot roast and are additional time helps to soften the connective tissue. Cook in tightly covered pot so that the steam can help soften the meat. Grind the meat. This breaks up the connective tissue. Marinate. Marinate in Hamburg, steak is put through meat grinder. Pound the meat. This loosens the connective tissue. Sprinkle the meat with a little flour before pounding. The flour absorbs some of the juices and helps retain the flavor. Cook the meat with an acid. The acid acts on the connective tissue and softens it. For this reason tomatoes are cooked with tough cuts of meat.

To make meat as attractive as possible the correct accompaniment should be served with it. Roast pork is not complete without applesauce. Make the applesauce so that it is smooth and free from lumps. Cook the apples water until soft. Then add the sugar. Beat with a fork until the apples are all broken down. If the apples are cooked in a syrup the sugar loosens the cellulose and the apples keep their shape.

Try this recipe for apple rings. It makes an attractive garnish and adds to the tastiness of a meat dish.

APPLE RINGS

Wash and core apples to suit. Peel, cut in half inch slices. Heat frying pan and add a little butter or drippings from a roast of beef or pork. Fry the apple rings in this fat. Sprinkle with salt and sugar. Turn and brown on both sides.

City Meat Market

WHERE THE GOOD MEATS COME FROM!

Fresh Caught White Fish, just arrived, per lb.10c
Swift's Premium Bacon or Side Bacon, pkg.15c
(Cellophane wrapped)

Have you tried our home made Sausage. They are Delicious.

A choice selection of Fresh killed Beef, Pork Veal, Lamb

THE CITY MEAT MARKET

H. F. McDonald, Prop.

Phone—140

4 Deliveries Daily

\$1.00 SALE

OF

Aluminum Ware

In connection with this subscription campaign of The Bassano Mail we are putting on a special \$1.00 Sale of Aluminum Ware.

This consists of:
TEA KETTLES
COFFEE PERCOLATORS
ROASTING PANS
SETS OF 3 SAUCEPANS
FRENCH FRY KETTLES
SETS OF 3 CAKE TINS

AND OTHER KITCHEN UTENSILS IN A HIGH GRADE OF ALUMINUM WARE.
ANY OF THE ABOVE \$1.00 EACH

BOYS' STEEL SLEDS
BOYS' STEEL SLEDS. Ranging in price up to \$3.50, marked down to **\$1.00**

Currie and Milroy Ltd.

BASSANO

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ALBERTA

Local Newslets

Harvey Smith returned last week from Weyburn, Sask., where he spent New Year.

Mrs. Chris Martin, of Cassella, is a patient in the Bassano Hospital. She is doing nicely after a recent operation.

Miss Betty White went to Calgary Monday to attend the funeral of an old friend.

A large number of Bassano people attended the dance at Cousin's last Friday night.

The regular meeting of the Women's Institute will be held Tuesday, January 18, at Mrs. Gayford's home, at 3 o'clock.

The Knox under School Junior Girls received a letter of thanks from the Woods' Christmas Home, Calgary, for their splendid cash donations. The girls raised the money by putting on a tag day.

Ted Stiles returned home from Calgary last Friday. His injured eye is still bandaged up and it has not yet been determined how serious the injury is.

Miss Beatrice Leonard came home last Sunday for a few weeks' rest after her operation. She will return to Jackson Park Hospital, Chicago, to complete her nurse's training.

E. J. Bell, of Hussar, was a visitor in town last Friday.

Mrs. and William McLaws and children were visiting in Brooks last Sunday with Mrs. and Mrs. J. Mackintosh.

PEMNICAN IS AGAIN MADE ON PRAIRIES

Real pemnican, from true buffalo meat, is again being made on the prairie, and in considerable quantity. The pemnican, which is being prepared at Wainwright and Edmonton, will be available to the public on request; but most of the dried buffalo meat will be shipped to the far north for Eskimo relief. For the benefit of some old-timers and many young people who appreciate a new article of diet, several carloads of fresh buffalo meat have been shipped over Canadian National railways to Canadian cities and many more carloads will be shipped from Wainwright in the near future. A total of 1500 buffalo were killed at Wainwright National park recently and, as a result, there will be a Dominion-wide sale of buffalo steaks, roasts and cuts.

Noted Woman Novelist



Katherine Newlin Burt, who lives with her husband on a western ranch, knows high society intimately as she proved in her stirring novel, *Rapture Beyond*.

Mr. and Mrs. T. A. Havashan were down from Hussar last Monday.

Miss Phyllis Bell of Medicine Hat, spent last Thursday and Friday, visiting in Bassano with Miss Phyllis Moorhead.

P. Johnson went to Brooks last Saturday, to play hockey for the Brooks seniors in a game against Medicine Hat Civics. From reports Perry made a good job of goal-keeping.

Mr. and Mrs. W. S. Wolf and children of Cluny, visited at the home of Mrs. E. Leonard last Saturday evening. They brought their son, Bobbie here for medical treatment.

Harry Beeber and Buster Brown returned, this Wednesday, from their week's vacation spent at Vancouver. D. C. Fortney was in from Glen colony on Tuesday.

Bill Sambrooke had a busy time Tuesday, mending thawing out frozen pipes in the heating system of his garage. With the thermometer was below zero and a cold north wind blowing, the heating problem was a serious one for many householders and business men. Frozen water pipes were reported from other quarters.

BIRTHS

The following births were recently recorded at the Bassano hospital:

A son, to Mr. and Mrs. H. Bingham, of Lathorn, on Wednesday, January 13.

A son, to Mr. and Mrs. A. Tribbawer, of Beiseker, on Sunday, January 10.

A daughter, to Mr. and Mrs. Bertsch, of Majorville, on Tuesday, January 12.

COMING EVENTS

The annual meeting of the parish-Canadian Anglican Church will be held Thursday, January 21, at 8 o'clock, at 3:30 p.m. All parishioners are asked to attend.

Don't forget the Women's Institute. Will arrive and House Dress dance Saturday, February 13, from 2 to 8 p.m. in Currie & Milroy's store.

THE PICTURES

A complete departure from the usual type of feature length comedies, "See America Thirst," is shown at the Orpheum Theatre, Thursday, Friday and Saturday this week, January 14, 15 and 16. It is one of the most extraordinary and highly entertaining films that has ever been offered to the theatre-going public in several years.

Pictures Slim Summerville and Harry Langdon, two of the screen's most mirth-provoking actors, mistaken for two notorious gamblers, joined by a run running gang to "bump off" a rival leader and you have the essence of the plot of this hilarious satire.

Seldom have audiences been offered funnier situations than those listed in this satire on gang life in America. The story deals with an exciting adventure in the lives of two "knight of the road" who take leave from a side-door pullman and are swept up by a storm of circumstances which involves them in a whirlwind succession of unsuspected events. They become unavoidably affiliated with a gang of rum racketeers, and the most hilarious incidents that might be imagined follow in rapid succession.

"Iriscia," showing at the Orpheum Theatre Thursday, Friday and Saturday next week, is the most sensational and strangest story ever brought to the screen. Taken from the famous novel and play by Horner Sinker, with Bela Lugosi and an all-star cast.

Well Destined!

Asker—What is the difference between communism and capitalism?
Answer—Communism is when everybody works for a committee and capitalism is when they work for a board of directors.

Last Report

Auto driver—Have you some gasoline that stops knocking?
Attend—Yes, sir.
Auto Driver—Then give my wife a glass.

COAL

White Ash Mine

BASSANO

Good Lump Coal, double screened

at the mine \$3.50 a ton
del. in Bassano \$5.00 a ton

EXTRACT—On the premises of H. F. Leonard, N. W. 2-13-14, Hussar, Alberta, say, guiding, star on face, white right hind foot, about 10 years old, broke, branded left thigh.

These Winter Evenings

If you are staying home these winter evenings you will enjoy the many wonderful radio programs on the air. A Victor or Majestic Radio will bring to your own sitting room the best radio programs, faithfully reproduced in their true tones.

We sell both Victor and Majestic Radios—large and small models. Come in any time, see these beautiful radios on display, and see how efficiently they operate.

STILES "The Druggist"

YOU CAN GET THE BEST OF EVERYTHING AT STILES "THE DRUGGIST"

LOUIS CONN

SOME REAL SPECIALS FOR THE WEEK-END
UNTIL WEDNESDAY, JANUARY 20th

Flour, Ogilvie, Mont. A real flour.....98-lb. sack \$2.35
Sugar.....20-lb. sack \$1.25
Pure Lard.....10-lb. pail \$1.25
Tea, Salada, brown label, black tea and good buy lb. 65c
Tea, Nabob, black tea, also a good buy.....Per lb. 49c
Baking Powder, (Gold Standard), 2½-lb. tin.....Ea. 65c
Jams, (Pure Kootney Brand), 4-lb. tins, any flavor.....54c
Jam, (Pure K.C. Brand), 4-lb. tins, Plum.....Per tin 38c
Soap, P. & G., at a real price. Don't pass this 23 bars 97c
Soap Chips, nice and white.....lb. 14c; or.....2-lb. 25c
Brooms, and a 4-stringer at that, for only.....30c
Floor Wax, large size and Real wax.....Low priced.....37c
Corn, Peas or Tomatoes, choice quality goods, 8 tin 98c
Sweet Biscuits, Fig Bars, Chocolate, Graham.....Per lb. 25c
and Ginger Snaps, mixed.....Per lb. 25c
Extracts, any flavor.....4-oz. bottle 29c
Matches, Eddy's Owl.....Per carton 22c
A real good Tobacco put up in 1-lb. package.....Per lb. 74c
Canadian grocers.....

For Pipe or Cigarette

Men's and Boys' Wear Boots and Shoes

We have all kinds of Fruit and Vegetables, Free Delivery

Coal and Wood

Good Coal delivered anywhere in town.....Per ton \$4.00
Also see us for Stove Wood, good price

Bring us your Eggs and Butter, we Pay Highest Price!

LOUIS CONN

PHONE—7

BASSANO

The Bassano Flour Mill

We are now setting up our 40-barrel roller mill, and will be ready in ten days, to produce a high grade white flour.

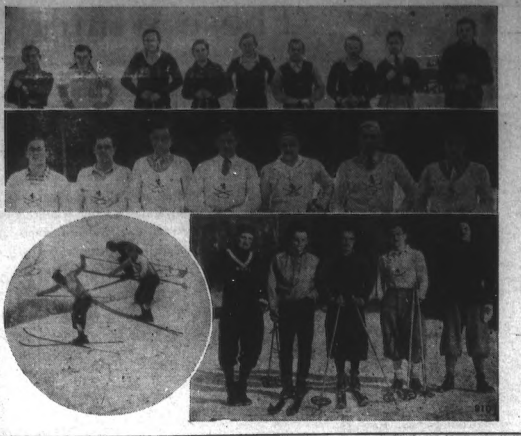
Flour Grinding 25c a Bushel

BUY YOUR FLOUR FROM US
AND SAVE MONEY.

The Bassano Flour Mill

F. Carstensen
Proprietor

Oxford and Cambridge Skiers Hold First Meeting on British Soil



ROSEMARY

ROSEMARY, Jan. 11.—Mrs. J. Schmidt spent several days visiting with Mrs. William Schmidt in Glenview last week.

Mr. and Mrs. McLane and family, of Bassano, was in town Sunday. Mrs. William Taubert entertained the following guests last Friday evening: Mr. and Mrs. McFalls, Mr. and Mrs. Ankrum and Leslie, and the Brandt family.

The local hockey boys motored to Cassels last Tuesday afternoon. The score was 5-0.

Mr. T. Atkins of Glen, passed through the colony Monday.

The following guests enjoyed supper Sunday evening with Mr. and Mrs. J. Schmidt: Mr. and Mrs. William Taubert, Mr. and Mrs. J. Norton, Miss Emma Norton and Mr. L. Galt.

Roy Smith and Mr. Culbertson of Bassano, were in the colony Thursday of last week.

Mr. T. O. Eaton shipped some 200 head of sheep Tuesday.

There will be a dance in the L. D. Hall on Friday, January 15. Good music.

Countess News

COUNTRESS, Jan. 14.—Mr. and Mrs. Ralph Burrows returned Sunday after spending several days in Calgary.

Mr. and Mrs. A. M. Anderson had a number of their friends from Latham to dinner Sunday.

Mrs. Graefele of Little Dam, was called to Edmonton on account of the illness of her brother.

A Matlock lost a good work horse on Sunday.

The children of the neighborhood have been having a high old time skating at the Ferguson farm where the ice is fine.

The dance at Countess was well attended Friday evening.

Mr. and Mrs. E. B. Heidt left for Calgary the first of the week to spend a few days.

Donny Ferguson is spending a few days with Mrs. Hays.

New Equipment For Flour Mill

Forty Barrel Roller Mill installed by F. Carstensen Will Grind High Grade White Flour—Will Also Put in Machinery for Grinding Flour.

A new piece of machinery, a forty-barrel roller mill, is being installed in the Bassano Flour mill, and will be in operation in a week or ten day time. F. Carstensen, proprietor, states the new mill is built for grinding a high grade of white flour, and he expects to supply the regular needs of his customers who desire a flour of fine quality.

The proprietor is enlarging his building and in a short time he expects to install further equipment for grinding feed. He also has plans for putting in electric power.

Mr. Carstensen reports a good business since he first opened his mill last fall, and he has supplied farmers from many miles distant. With his new equipment he hopes to more than double his business.

SUBSCRIBE TO THE MAIL.

Crowfoot News

CROWFOOT, Jan. 14.—Don't forget the hardtime dance in the Mackenzie schoolhouse Friday, January 15. Everybody welcome.

Miss Mrs. Ladies please bring lunch. Everybody come and spend an evening of real enjoyment.

Sunday school returned home last Wednesday after spending a few days in Calgary.

Tom Mullin was a business caller in Cluny last Thursday.

Last Thursday evening about 60 friends of Mr. and Mrs. E. W. Campbell gathered at their home and surprised Mr. Campbell, the occasion being his birthday. The evening was spent in playing cards and dancing.

Mr. and Mrs. Elton Herford and family and Ray Wagner spent Sunday with Mr. and Mrs. Jesse Walters.

Howard Larson and Louis Houghton spent the week-end with Vori Campbell.

A number of the Crowfootites attended the dance in Cluny last Friday evening and report a very enjoyable time.

Mr. and Mrs. E. W. Campbell, George Nelson and Emma Knudsen were Sunday visitors at the home of Mr. and Mrs. T. McLeod.

Lester Connolly of Bassano, is spending a few days visiting William Herford.

Pete Holman was a business caller in Bassano last Friday.

Wilfred Carr of Rosemary, spent the week-end visiting Ralph Pedgen.

ROSEMARY W. NEWS

The Rosemary W. I. held their regular meeting at the home of Mr. Melrod on January 7. The meeting opened with singing "O Canada," and reading the creed.

Then the minutes were read and approved. It was decided to take \$500 from the treasury for the Red Cross.

It was decided that when the W. I. sell lunch they are to buy the material for sandwiches from money in the treasury. A committee was appointed to sell the lunch at the dance up on by Mr. Harris on January 15.

A committee was appointed to arrange for putting on a play. Mrs. McFalls was elected as a delegate to go to the convention at Calgary.

The meeting adjourned after which Mrs. Melrod and Mrs. Park served lunch. The February meeting will be held at the home of Mrs. Brandt.

CURLING NOTES

Results of games played in past seven days are as follows:

Thursday, January 7, Simpson 9 vs. Scott 8; Young 9 vs. Scott 8; George Stiles 11 vs. Joe Stiles 10.

Friday, January 8, George Stiles 11 vs. Pierson 10; Keith 11 vs. Joe Stiles 4; McDonald won from Pierson.

Tuesday, January 12, Newby 13 vs. Scott 10; Pierson 10 vs. McLane 9; Simpson 12 vs. Pierson 6.

KNOX PRESBYTERIAN CHURCH

Rev. E. C. McCre, Minister

McKEE'S STORES

The Shopping HUB of Bassano and district where you can buy something Every Day at LESS than Every DAY PRICES

THE STORE FOR SERVICE

Men's and Boys' Wear Section

HERE ARE ITEMS ON WHICH YOU CAN SAVE DOLLARS

BIG RANGE OF MEN'S MACKINAWs at Greatly Reduced Prices

Heavy all wool, leather lined through out, regular \$14.95, now \$8.95

Heavy all wool unlined Reg. \$9.95, now \$5.95

Big range of Men's and Boys' Sweaters at big Reductions.

MEN'S BREECHES

Here is a most excellent buy—Well tailored Breeches of heavy all wool tweeds and Mackinaw cloths. Will give many months of service—Regular \$4.75, Now \$2.95

Regular \$6.95, Now \$3.75

MEN'S MASTER MECHANIC OVERALLS AND PANTS

The best you can buy for your money. Heavy 8-ounce Blue Denim, strongly stitched, and Copper riveted—

Range Rider \$1.75

Master Mechanic Bib Overalls \$1.95

Per pair

Every pair full of wear

YOUTHS' TOP COATS

This lot we are sacrificing to clear. Made from all wool mixture tweeds, excellently tailored and perfect fitting. Sizes to fit 14 to 17 years. Regular \$16.00 coats—Sacrifice Price, each \$6.95

MEN'S DRESS SHOES

Small lot Men's Oxfords in black or tan calf, all best quality makes, perfect fitting shoes of dressy appearance.

Look at these wonderful prices!

Reg. \$7.95, Now \$5.50

Reg. \$6.50, Now \$4.75

GREAT PRICE REDUCTION IN MEN'S AND BOYS' RUBBERS-OVERSHOES AND RUBBER BOOTS

The kind you want at less than you expected to pay—

Men's Light Rubbers, pair \$0.89

Men's Heavy Rubbers, pair \$1.25

Men's Overshoes, pair \$2.25

Men's Lacing Rubber Boots, Regular \$3.75, Now, pair \$2.25

Ladies' Wear and Dry Goods Section

PRIOR TO STOCK TAKING MANY LOTS ARE HERE WHICH MUST BE CLEARED, AND WE HAVE CUT THE PRICES TO ENSURE QUICK DISPOSAL.

LADIES' WOLLEN UWEAR

Ladies' all wool Vests of fine quality, winter weight, long sleeves, Reg. \$1.50, Now, ea. \$0.85

LADIES' DRESSES

Every Dress now in cost price or less, but every one must go.

Styles are the newest, qualities the best!

Printed Broadcloths, Floral Foulards, Travel Tweeds, Regular \$1.50 to \$3.95, Now—

79c to \$1.95

LADIES' COMBINATIONS

Ladies' winter weight Combinations, Shoulder strap, knee length, cozy, comfortable garments—Regular \$1.95, Now, \$1.25

Regular \$2.95, Now, \$1.95

Regular \$3.95, Now, \$2.95

LADIES' HOSIERY

In Pure Wool and Silk and Wool qualities. All grades much reduced in price to clear.

Lovely Silk and Wool Hosiery of finest quality—Regular \$1.25, Now, pair \$0.89

Ladies' Wool Hosiery, various qualities and colors. Going at one price—Regular \$1.25, Now, pair \$0.75

FROM NOW ON UNTIL THE END OF JANUARY A L GOODS IN THIS DEPARTMENT WILL BE MUCH REDUCED IN PRICE. COME IN AND LOOK AROUND, YOU ARE ALWAYS WELCOME AT THIS STORE

Grocery Specials for Sat., Jan. 16 to Mon., Jan. 18

JAM, Beach's Pure Plum. A very popular jam, 4-lb. tin.....47c

HONEY, Pure Clover, Produced in Glen, 5-lb. tin.....65c

SALMON, Clover Leaf, pink 1-lb. tall tins, 3 tins.....39c

SOUPS, Campbell's Tomato or Vegetable, 3 tins.....33c

BEANS, Brown in color, splendid for boiling or baking, 8-lbs. 43c

PANCAKE FLOUR, Aunt Jemima, 4-lb. Pkgs.....49c

MUSTARD, Libby's Prepared, per jar.....13c

GRAHAM WAFERS, Pulins Honey Grahams, 1-lb. pkgs.....22c

TOILET TISSUE, Large rolls, 7 for 29c

For the week-end we will have Head Lettuce, California Celery, Mexican Tomatoes, Cabbage, Carrots, Turnips, Parsnips, Bananas, Lemons.

MACARONI, Creamettes, Tender and delicious, 3-lb. pkg. 47c

SOAP FLAKES, Palmolive beads for fine laundry or dishes, 3 packets.....25c

LAUNDRY SOAP, P. & G. White Napha, 11 bar.....49c

TEA, Victoria Cross, rich and delicious flavor, per lb. 39c

3-lb. 49c

COFFEE, A.G. Economy, per lb. 33c

3-lb. 39c

GRAPE FRUIT, Texas sweets Practically seedless, 3 for.....40c

SPANISH ONIONS, mild for table use, 3-lbs. for.....25c

SWEET SPUDS, 3-lb. 25c

ORANGES, Sunbelt.....3 doz. \$1.00

BAKING POWDER, Gold Standard, 5-lb. tin.....\$1.05

Jan. Clearance Specials

CHILDREN'S FUR TRIMMED COATS

Children's Fur Trimmed Coats, full lined, warm coats, tweeds, camelot and serge, sizes 6 to 12

PRICES SLASHED TO CLEAR—BUY NOW!

CHILDREN'S NIGHTGOWNS

White flannellette only broken sizes, to clear 39c

CHILDREN'S SLEEPERS

Cozy and warm, full size with feet, Reg. \$1.35—Now.....95c

LADIES' BATHROBES

Comforty, with neat patterned Beacoon cloth, Reg. \$4.95, sizes 38 and 40—To clear.....\$2.95

MEN'S OVERCOATS

Only a few left to be cleared out, at—

BIG REDUCTIONS BLOOMERS

Heavy fleeced, navy blue Bloomers. Just the thing for skating—To clear.....69c

CHILDREN'S BLOOMERS

Strong heavy fleeced, color Pink. A splendid cold weather play garment—To clear.....39c

HOBBERLIN SUITS

Men's, made to measure Suits, a choice of high grade pattern. January special, FREE PANTS with each SUIT

GROCERIES

Special 4 Cakes Classic Soap; 2 cakes Maxine Toilet Soap; 2 Cakes Hard Water Toilet Soap; 2 Tins Classic Cleanser; 1 Pkg. Soap Chips; 8 China Cups and Saucers, all for \$1.25

STAR SPECIAL—1-lb. Good Coffee.....\$1.00

1-lb. FAMILY TEA.....35c

1 Package QUAKER OATS.....25c

MATCHES, Eddy's Owl, per pkg.....24c

SOUP—Ham, Chicken or Campbell's.....33c

MACARONI, VERMICELLI or SPAGHETTI, 5-lb. 35c

COCOA, Pure, per lb.....25c

JAM, 4-lb. tin, Beach.....45c

BEANS, Hand Picked, 8-lb. 49c

ORANGES, Big Juley.....3 doz. \$1.00

BANANAS.....2 lbs. 25c

RIPE TOMATOES, Hot House, Lb. 30c

HEAD LETTUCE, CELERY, TABLE GRAPES SWEET POTATOES

JAMES JOHNSTON

"The Quality Store"